

**Subject:** Last Month's Annual IDA Conference & Tradeshow

**From:** Rita Moreno <rita.moreno@lacity.org>

**Date:** 10/23/2017 11:48 AM

**To:** Mary Patterson <mpaterson@canogaparkcal.com>, "Danishaker@gmail.com" <danishaker@gmail.com>, Sherri Franklin <sherri@urbandesigncenter.com>, admin@chatsworthbid.com, George Yu <geoyu28@aol.com>, susanlevi@labids.org, Misty Iwatsu <mistyli@aol.com>, Blair Besten <blair@historiccore.bid>, Lisa Schechter <lisa@mediadistrict.org>, Jim Omahen <jim@mediadistrict.org>, Thomas Kneafsey <tom@metropolitanholding.com>, Heather Duffy Boylston <heather@larchmontvillagebid.com>, Rebecca Hutchinson <rebecca@larchmontvillagebid.com>, Kimberly Ramsey <kramsey@communitybuild.org>, ellenendo@yahoo.com, board@visitlittletokyo.com, Rafik Ghazarian <rafik@roadrunner.com>, Donald Duckworth <duckworth.donald@gmail.com>, "John T. Walker" <john@thescbd.com>, "kadedo@earthlink.net" <kadedo@earthlink.net>, Mark Sokol <mark@venicebeachbid.com>, Tara Devine <tara@venicebeachbid.com>

Happy Monday Everyone!

I was fortunate to attend this year's Annual International Downtown Association Conference & Tradeshow in Winnipeg, Canada. There were some great presenters and interesting sessions on assisting small business/retailers thrive, marketing techniques and data driven strategies, and promoting diversity in our BIDs.

Below is a link to the IDA's email containing lots of great information and links to the youtube videos for you to check out.

<https://mail.google.com/mail/u/0/#inbox/15f1231147cc60a7?compose=15f4a90cf5f9a896>

Rita

--

Rita Moreno  
City of Los Angeles  
Office of the City Clerk  
Neighborhood and Business Improvement District Division  
200 N. Spring Street, 2nd Floor #237  
Los Angeles, CA 90012  
Office (213) 978-1122  
Fax (213) 978-1130